

Look Around Before You Leave Your Home Town—Your Best Chance May Lie There

By John F. Thornton, Jr.

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I remember distinctly the parting words of my old schoolmaster that June morning my class graduated.

"What are you fellows going to do now?" he asked. "I suppose every one here has several ideas, of what he would like to be, fluttering around in his head. It's pretty hard to decide between them on a lay like this—when the fish are biting up in 'Old Sandy'."

"My advice to each one of you is to get your fishing pole and carry the question along with you. Near the shores of 'Old Sandy' you will find schools of polliwogs. Learn a lesson from them. Look around before you decide what you want to do or do. In a few years you may become aware of qualities in your wakeup whose existence you never suspected. At the same time, abilities that you think you now possess may fade away. Take your time. You may save yourself from the fate of a misfit. You've heard of them—the doctors who were born to be engineers, the farmers who are unhappy because they are not lawyers, the chemists who would be of more service to the world as newspaper men."

I have passed on these wise words to many boys. And I pass them on now with a new application—to the small-town boy who dreams of achieving results in the city.

His mind is crammed with Horatio Alger, Jr. stuff. He has read the picturesque life stories of some of our big men who left the farm for the city. The whistle of a locomotive among the hills makes him yearn for the city, bristling with opportunities. He looks upon the glistening rails as the one avenue to his opportunity.

He is short-sighted.

The Boy Who Went Back.

A few years ago, a big city was the place for an up-and-coming young man. It needed him, and it was prepared to reward him with money and position. Today, however, the story is reversed. "America has grown too fast," say our deep thinking economists and publicists. "She has spread herself thinly over a large area. The future of the country lies in its undeveloped small cities and towns."

Are you looking for opportunity?

Examine that little "one-hoss" town of yours, before you think of buying a one-way ticket from it. There are many ambitious, and very wise young men who are deliberately leaving the larger cities and moving into towns such as yours.

A few months ago I visited a country store in a typical small town of the west. The owner is a young man. Ten years ago he left the town and went to Chicago for a "real job." But he had not worked long before he realized that it would be many years before he could get the kind of a job he wanted. There were opportunities for foremen, managers, superintendents and other "bosses." But they were purely administrative jobs. He wanted to create and build up a business of his own.

The death of his father called him home to care for his mother, and he got a job in a general store of the town. It was a terrible grind. The work itself was not back breaking. But the daily round of little things to do—the same dull routine, hour after hour of a day after day, week after week, got on his nerves. Weighing out a bagful of this, wrapping up a handful of that—it was hard work simply because it was not interesting.

Did this young fellow settle down to work himself deeper and deeper into the rut? He did not. Neither did he complain of his lot to the nail-keg politicians and cracker-box philosophers who gathered in the store on Saturday nights. He simply began to look around to see if he could live on his own.

The owner of the store was not doing much more than making ends meet. His bookkeeping was a joke. The young fellow bought a few books on the subject, studied them, and worked out a new system. He nearly knocked the old man off his feet when he showed him how, with a few minor changes, he could save \$35 a month on his buying.

The proprietor looked upon him as a "right pert" youngster, and gave him a small raise. But when the right pert youngster suggested that he advertise, he shook his head decisively.

"Advertise!" he snorted. "What for? Why—p'tul—everyone 'round here knows we're here. And open for business all the time. P'tul! And carrying almost anything in stock that they'll ever want. Advertise! What for?"

That little phrase, "carrying almost anything in stock that they'll ever want," stuck in the young fellow's head. Two days later it bubbled up into a new idea.

"Mr. B—," he said to the proprietor, "have you ever thought of specializing? This store is a Jack-of-all-trades and master of none. There's a lot of stuff here that people hardly ever call for. Your money is tied up on your shelves. Why not throw out some of these slow-moving articles and put in goods that sell more quickly?"

"No," said the merchant. "We depend on the farmers for the bulk of our trade, and we've got to carry a general line—a little bit of everything. No—p'tul—we'll go right on with our line of staples."

And they went right on. But the young man set down that idea in his notebook. For he was doing some tall studying. And when, a year later, the old man announced that he was willing to sell out, the young fellow borrowed some money, added it to his savings, and took over the business.

Since the time the title to the store was transferred to his name, the young man has not known an uninteresting day. For he started right away to be a business builder. And he hasn't stopped yet.

His first reform was to get rid of half the stock. You know what a collection of junk the average country store is, with its haunting odor of harness grease, calico, soda crackers, horse liniment and cheese.

His two competitors in town thought the young fellow crazy.

"Why, he's deliberately throwing the business to us," they said.

And it was true. He was throwing this business right into their hands. For he did not want it. He intended to go after business which he knew to be more profitable.

He had observed that the women did most of the buying. So he molded his store's service to meet their needs. He investigated their buying habits. He learned that those who could afford to buy finery patronized the large city store, or sent away to the mail order houses.

The young man visited the jobbers and manufacturers in the city. He brought back a large consignment of hats, suits, dresses and other stylish things that women wear. Then he fitted up a special department in the space from which he had thrown the gun oil and 10-penny nails and

skunk traps and other odds and ends.

The other merchants of the town predicted ruin for the youngster. So did the banker of the community. "He'll never be able to compete with the city stores," he said.

Population, 2,900; Sale, \$750,000.

But the young merchant surprised them. He sent letters to a list of prospective customers. The women's wear was sold in two weeks.

From that time on he gradually

Theaters

AUDITORIUM.

Today at the Auditorium, romantic Neal Hart is the featured player in "God's Gold," in which he scores again as one of the screen's most adorable of rugged he-man picture stars. Neal Hart has never been known to make a poor picture and "God's Gold" sets a new record in his wonderful career. In addition to the Neal Hart picture, a new chapter of the serial, "The Son of Tarzan," is shown along with the "Gumps" and Fox News Keekley.

BLACKSTONE.

There is a genuine romance behind the screen, as well as on the screen. In the new Goldwyn photoplay, starring Tom Moore, which has its final showings today. The picture, entitled "Made in Heaven," gives a clue to the double romance. Yea, it was a marriage. On the screen, Tom Moore and Helen Chadwick delight their audiences with their forordained union, but in real life Tom Moore became the hero of "Made in Heaven." Romance was another member of the cast, Rene Adoree, who plays the part of Tom Moore's sister.

In the photoplay, Tom Moore plays the role of a fireman who comes to America from Ireland, marries a girl to save her from an unpleasant dilemma, and finally discovers that he is in love with his wife, and she with him. However, the various obstacles that keep them apart furnish the rippling humor on which the comedy trips along through a most satisfying conclusion.

Tonight is the last performance of the American Legion Spring Frolic.

"Love Madness," with an all star cast, is scheduled for a one-day

ORPHEUM.

Owen McGivney in "Bill Sikes" opens with a clever line of patter a bill of unusual merits now playing at the Orpheum. The audience is kept at those attention throughout the entire act. He is followed by a pleasant presentation by the six Kirksmith sisters in "An Old Fashioned Girl".

Mullen and Francis in "I Get What's Left", meet rounds of generous applause from the audience with their extremely funny dialogues and songs. Neck Hufford lives up to the name of his act: "One Loose Page from a Book of Fun", and is well repaid by the approval receives from his efforts to entertain.

Gordon and Delmar, "Comedy Delineators from Daffydilland", follow closely along the lines of the so-called "nutty comedians", but every bit of their act delights the audience. Lafleur and Portia may truly be called an unusual act, and are deserving of the credit given them in their presentation of such a difficult role.

Pathe News rounds out the bill.

"THE SWEETHEART SHOP."

A novelty in musical comedy which is awaited with much interest is "The Sweetheart Shop," coming to the Oliver opera house for two days starting tonight, with a matinee on Saturday, direct from four weeks at

showing. Loving him greatly, she gave her all to save him. Obstacles confronted her and she surrounded them. Vultures of the underworld sought to stay her. Evil men plotted that she might not succeed. "Love Madness" is from the pen of C. Gardner Sullivan, who also wrote several other photoplay productions. The story of "Love Madness" shows how the deserting wife accomplished the saving of a husband's life; how she unmasked the real criminal, and how she won back her husband's love. Earl Williams in his latest success, "It Can Be Done," is from the pen of Frederick J. Jackson, well known writer of fiction. This is the second of Mr. Jackson's stories to be pictured by Earl Williams, and presents the popular star with a role that fits him perfectly. It is the type of role in which Williams excels. This attraction will be shown Sunday and Monday.

Clara Kimball Young in her latest production, "Hush," is scheduled for a four-day showing commencing Memorial Day. "Hush" is one of the finest pictures South Bend will see this season. It is from the pen of a gifted author, Clara Cowen, also author of that sensational success, "Why Change Your Wife?" "Hush" is charming, refreshing, vivid, dramatic, intense—the de luxe of the fine pictures that will be seen this season, and is dedicated to all women who talk too much.

The principals are Harry K. Morton, the acrobatic comedian; Esther Howard, whose success as a female funster has placed her in a class by herself; Helen Ford, Zella Russell, Roy Gordon, Daniel Healy, Marion Saki, Papanese premiere danseuse; Mary Harper, Clay Hill and Teddy Hudson. There are three scenes, the locale of which are "The Sweetheart Shop," an artist's studio in renaissance village, and a Fifth av. New York, auction room.

After making a few cities, "The Sweetheart Shop" returns to Chicago for the summer. It was there previously for 20 weeks at the Illinois

nole theater with the same company that will play here.

LASALLE.

Two Paramount features are on the bill at the LaSalle. Enid Bennett and Lloyd Hughes head the cast in the Ince production, "The False Road," today's show, while Robert Warwick is the star in the George Barr, McCutcheon story, "The City of Masks," scheduled for tomorrow.

CASTLE.

Justine Johnstone ends her South Bend run in "Sheltered Daughters" today at the Castle. Tomorrow Enid Bennett will be offered in "The False Road."

MAMIE SMITH COMING.

All lovers of popular music and high class popular entertainment will be awarded a special treat Tuesday night at the Oliver theater, when Mamie Smith, the world-renowned colored vaudeville star and record artist, and her famous jazz band, with her all star review, will

come to South Bend, for one performance only. The rise to fame has been the outstanding sensation of the day. Ever since she became famous on the vaudeville stage in New York this singer has been one of the most talked of stars of the musical comedy world. On New Year's day Mamie Smith began a tour of the United States, which promises to break all records, this being her third transcontinental trip this season. Night after night Mamie Smith and her entire company have been greeted by audiences that have crowded every available inch of space in the theaters in which she and her all star company have appeared. Miss Smith is surrounded by an all star cast of surpassing excellence, including many acts of the Keiths and Marcus Love circuits, including such stars as Daisy Martin, Tim Brynne, Joe Arthur and many other renowned vaudeville stars, besides her famous original jazz band, giving the people here the most complete review ever offered.

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LAST TIMES TODAY

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GOLDWYN PRESENTS Tom Moore Made in Heaven

BY WILLIAM HURLBUT DIRECTED BY VICTOR SCHERTZINGER

The new Mrs. Tom Moore, whose professional name is Rene Adoree, appears in this sparkling comedy.

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THE SWEETHEART SHOP

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"BILL SIKES"

SIX KIRKSMITH SISTERS

An Old Fashioned Girl

MULLEN & FRANCIS

"I Get What's Left"

NICK HUFFORD

One Loose Page From a Book of Fun

GORDON & DELMAR

Comedy Delineators from Daffydilland

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